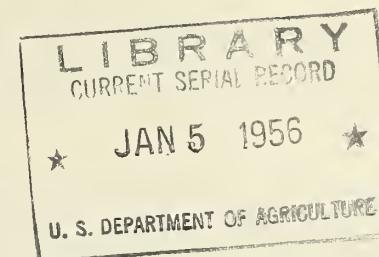


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Consumer Purchases of Selected FRUITS AND JUICES



in OCTOBER



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN OCTOBER 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of frozen concentrated orange juice in October held at about the same level as in the preceding month, but dropped slightly below the volume of purchases reported in October 1954. Purchases of fresh oranges and canned orange juice during October were larger than a year earlier. Orange-grapefruit blended juice purchases were unchanged from October 1954. Altogether, purchases of these products in October, on a fresh equivalent basis, accounted for slightly fewer boxes of oranges than a year earlier.

Prices reported paid for frozen concentrated orange juice and orange-grapefruit blended juice during October averaged slightly higher than in October last year. Prices paid for fresh oranges and canned single-strength orange juice were lower than a year earlier.

Purchases of both fresh grapefruit and canned grapefruit juice by householders during October 1955 were moderately lower than in October 1954. On a fresh equivalent basis, household purchases of grapefruit as fresh fruit, grapefruit juice, and orange-grapefruit blended juice amounted to about 1.9 million boxes during October. On a box basis, this represented about a 9 percent smaller volume than a year earlier. Prices reported paid for fresh grapefruit averaged about 2 cents lower per dozen, but for canned single-strength grapefruit juice about 1.2 cents higher per 46-ounce can than in October 1954.

Lower purchases than a year earlier of fresh lemons, single-strength lemon juice, and frozen concentrate for lemonade were reported by householders in October 1955. Householders reported paying lower prices than a year earlier for each of these products.

Pineapple juice was the only major non-citrus single-strength juice for which householders reported significantly larger purchases during October compared with a year earlier. Prune and tomato juice purchases were almost unchanged from October 1954. Prices paid for pineapple juice were moderately lower than a year earlier. Prices paid for prune juice were almost unchanged and for tomato juice unchanged from October 1954.

Household purchases of frozen concentrated grape juice during October were up from a year ago. Prices paid were lower.

Purchases of canned single-strength orangeade by householders during October were lower than in October 1954. Purchases of shelf-pack concentrate for orangeade were unchanged from a year earlier.

FROZEN JUICES AND ADES

Household purchases of frozen concentrated orange juice during October held at about the same level as in the preceding month. Purchases, however, were about 4 percent smaller than during October a year earlier. Prices paid averaged about one-half cent a 6-ounce can higher than during October 1954 (fig. 4).

About 30 percent of the Nation's families reported purchasing frozen concentrated orange juice during October 1955. These families made on the average 2.3 purchases during the month averaging slightly more than three 6-ounce cans per purchase. The decrease in total purchases of frozen concentrated orange juice compared with a year earlier was a result of a slight decrease in both the proportion of families buying and the average quantity purchased by those families.

Consumer purchases of frozen concentrated grape juice in October were up about 15 percent from October 1954. Purchases, however, were considerably lower than in the preceding month. During October there was a slight decline from a year ago in the proportion of families reporting purchases of this product. However, buying families in October reported a sizable increase in the average amount they bought. Prices reported paid by household consumers averaged about 2 cents a 6-ounce can lower than in October 1954.

Householders' purchases of frozen concentrate for lemonade continued to decline seasonally in October--dropping about two-thirds from the preceding month. Purchases were moderately lower than in October 1954. Prices paid were up slightly from the preceding month but were down about 1.7 cents a 6-ounce can from October last year. The decline in purchase volume of frozen concentrate for lemonade in October, from the preceding month as well as a year earlier, resulted from fewer families buying the product.

Purchases of shelf-pack concentrate for orangeade during October held at the same level as in October 1954. The effect on total purchase volume of a slight decrease in proportion of families buying, compared with a year earlier, was cancelled by larger purchases by buying families. Householders reported paying slightly lower prices for shelf-pack concentrate for orangeade this October than in October last year (table 2).

Canned single-strength orangeade purchases by householders during October were about 6 percent smaller than a year earlier. Prices reported paid were slightly lower than in October 1954. Slight decreases compared with a year earlier were reported in the proportion of families buying as well as in the average amounts purchased by these families (table 1).

CANNED JUICES

Household purchases of canned single-strength juices in October 1955 were at about the same level as in the preceding month but were slightly larger than in October 1954. Only purchases of grapefruit and lemon juices

were significantly lower than a year earlier, while only purchases of orange and pineapple juices were significantly larger than in October 1954. Prices reported paid for canned single-strength juices during October ranged from unchanged to moderately lower for all juices carried in this report with the exception of grapefruit and orange-grapefruit blended juices, for which slightly higher prices were paid.

Purchases of canned single-strength orange juice by householders were about 5 percent larger in October 1955 than a year earlier. Purchases, however, were down slightly from the preceding month, September 1955. The proportion of all families buying orange juice in October was almost unchanged from a year earlier, but those buying purchased larger quantities than in October 1954. Householders reported paying about 1 cent less for a 46-ounce can of orange juice than in the same month a year ago.

Household purchases of canned single-strength grapefruit juice in October 1955 were about 9 percent larger than in the preceding month, but were about 8 percent smaller than in October last year. A smaller proportion of families bought grapefruit juice and those buying purchased smaller quantities than a year earlier. Prices paid by householders averaged 25.3 cents a 46-ounce can, up 1.2 cents from October 1954.

Purchases of canned single-strength orange-grapefruit blended juices by householders during October declined about one-eighth from September but were at about the same level as in October a year ago. A decline in the proportion of families buying this product during October compared with a year earlier was almost offset by increased purchases by those families who did purchase. Prices paid were slightly higher than a year ago.

Householders' purchases of canned and bottled lemon juice during October were down about a third from a year earlier despite significantly lower prices--11.8 cents a 5-1/2-ounce can compared with 14.1 cents in October 1954. The decline in purchases compared with a year earlier was a result of fewer families buying as the average quantity purchased by buying families was larger than in October 1954.

Household purchases of canned pineapple juice in October 1955 continued at the high levels reported in the preceding 8 months. Monthly purchase volumes during this period have ranged from about 1.4 to 1.5 million cases of equivalent No. 2 cans. Purchases during October were about a sixth larger than a year earlier. Both the proportion of families buying pineapple juice and the average quantity bought by those families during October 1955 were up from October 1954. Prices paid by householders averaged about 2.6 cents lower per 46-ounce can than a year earlier.

Household buying of canned tomato juice during October 1955 was almost unchanged from a year earlier. Householders reported paying an average of 25.8 cents for a 46-ounce can of tomato juice during October--about a cent lower than in the preceding month but unchanged from October 1954.

Householders also reported purchasing about the same volume of prune juice during October 1955 as in October a year ago. Prices paid averaged about the same as a year earlier.

A slight decrease in the volume of canned grape juice purchased, compared with a year earlier, was reported by householders during October 1955. Prices paid averaged 34.3 cents for 24 ounces of grape juice, about 2.7 cents lower than in October 1954 (table 1).

FRESH CITRUS FRUIT

Householders purchased slightly more fresh oranges in October 1955 than a year earlier. Reported purchases of California-Arizona oranges were about a fourth larger than in October 1954, but purchases of Florida oranges and oranges unidentified as to origin were down from a year ago.

Prices reported paid by householders for fresh oranges during October averaged about 3.5 cents lower per dozen for all purchases than in October 1954. Prices paid for California-Arizona oranges, which accounted for more than three-fifths of all orange purchases reported during October, were about 10 cents a dozen lower than last year. Prices paid for Florida oranges, however, were about 3.5 cents a dozen higher than in October 1954.

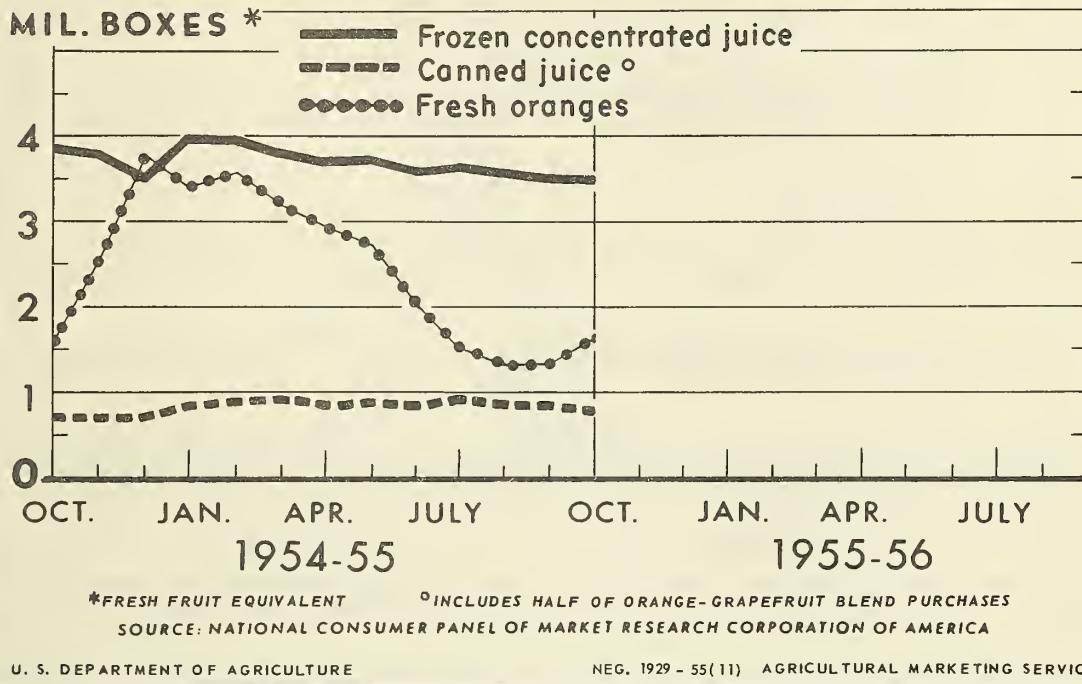
The proportion of all families that reported buying fresh oranges during October declined slightly compared with a year earlier. Larger purchases by those families buying, however, more than offset the influence of fewer families buying.

Purchases of fresh grapefruit by household consumers during October rose sharply from the preceding month as Florida grapefruit began to enter the market in increased volumes. Total grapefruit purchases during October, however, were about 7 percent smaller than during October last year. A slight increase, compared with a year earlier, in the average quantity purchased per buying family was more than offset by a reduction in the proportion of the Nation's families buying fresh grapefruit.

Householders reported paying an average of 90.7 cents a dozen for all grapefruit purchased during October 1955, about 2 cents a dozen lower than a year earlier and almost 22 cents lower than in the preceding month.

Fresh lemon purchases by householders during October were about one-tenth smaller than a year earlier. Although the average quantity purchased by buying families during October was slightly larger than a year ago, a smaller proportion of the Nation's families bought lemons than during October 1954. Householders reported paying slightly lower prices for lemons than during October last year (table 3).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929 - 55(11) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

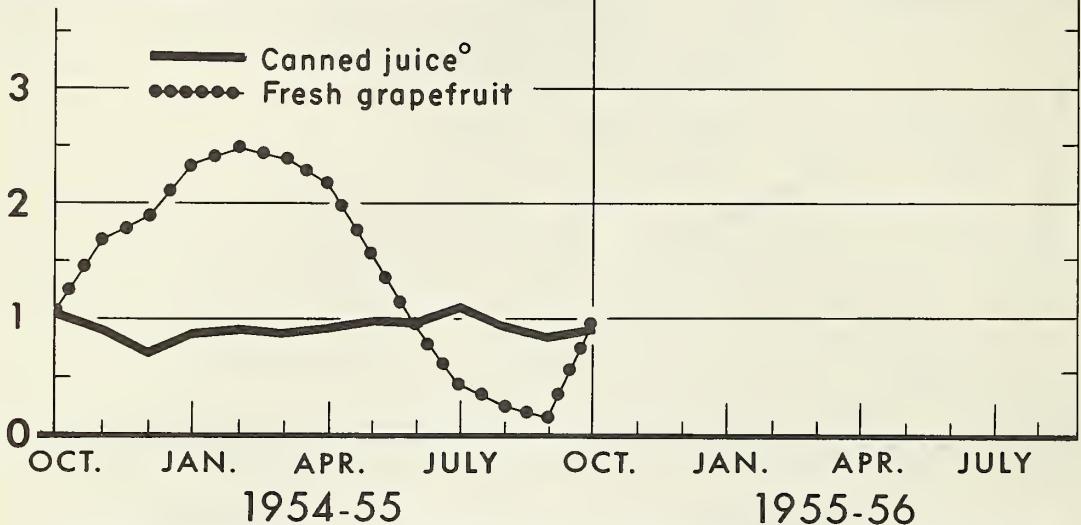
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,643	1,574	3,597	3,850	773	722	6,013	6,146
December	2,518	3,764	3,769	3,486	713	711	7,000	7,961
October-December 2/	8,612		11,917		2,299		22,828	
January	3,400		3,984		830		8,214	
February	3,555		3,972		897		8,424	
March	3,181		3,775		912		7,868	
October-March 2/	19,543		24,599		5,177		49,319	
April	2,965		3,685		841		7,491	
May	2,709		3,700		872		7,281	
June	2,001		3,568		822		6,391	
October-June 2/	27,758		36,420		7,937		72,115	
July	1,522		3,648		922		6,092	
August	1,331		3,554		836		5,721	
September	1,335		3,496		824		5,655	
Season 2/	32,270		48,025		10,724		91,019	

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930-55(11) | AGRICULTURAL MARKETING SERVICE

Figure 2

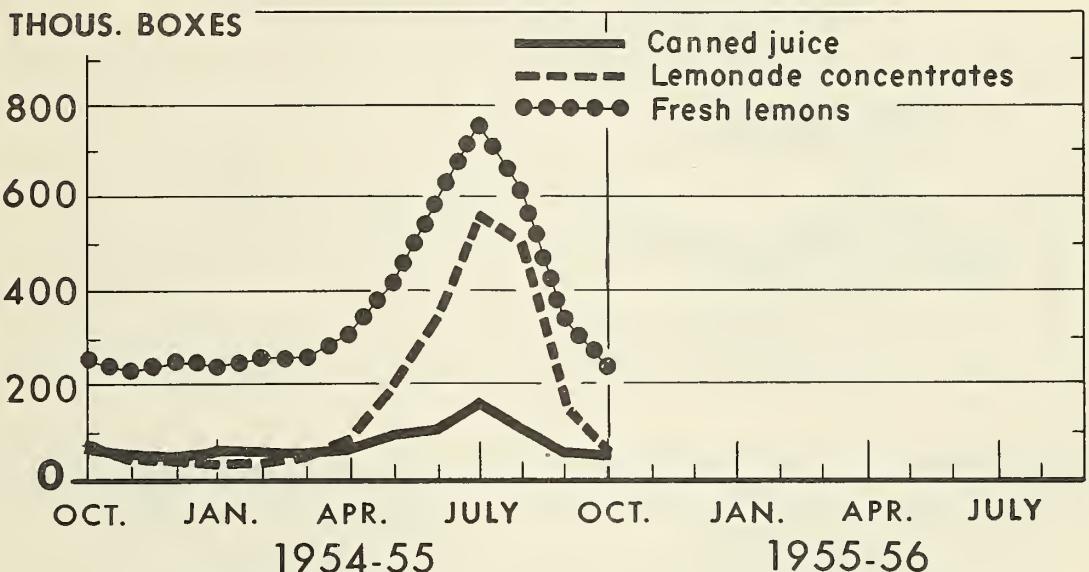
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
October	984	1,053	921	1,037	1,905	2,090
November		1,694		911		2,605
December		1,895		725		2,620
October-December 2/	5,121		2,847			7,968
January		2,330		882		3,212
February		2,498		907		3,405
March		2,387		887		3,274
October-March 2/	12,995		5,734			18,729
April		2,162		924		3,086
May		1,552		978		2,530
June		948		970		1,918
October-June 2/	17,950		8,857			26,807
July		434		1,112		1,546
August		244		950		1,194
September		215		858		1,073
Season 2/	18,905		12,016			30,921

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Concentrate for lemonade				Total		
			Frozen		Total 2/				
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	
October	228	252	39	54	49	51	53	59	320
November		225		49		35		37	311
December	243		44		27		29		316
October-December 3/		785		161		120		132	1,078
January		234		51		26		27	312
February		251		48		29		31	330
March		252		46		41		43	341
October-March 3/		1,583		318		224		241	2,142
April		307		54		68		72	433
May		407		84		187		197	688
June		587		96		327		342	1,025
October-June 3/		2,997		572		865		913	4,482
July		754		160		526		554	1,468
August		610		108		461		480	1,198
September		337		50		152		157	544
Season 3/		4,814		909		2,085		2,186	7,909

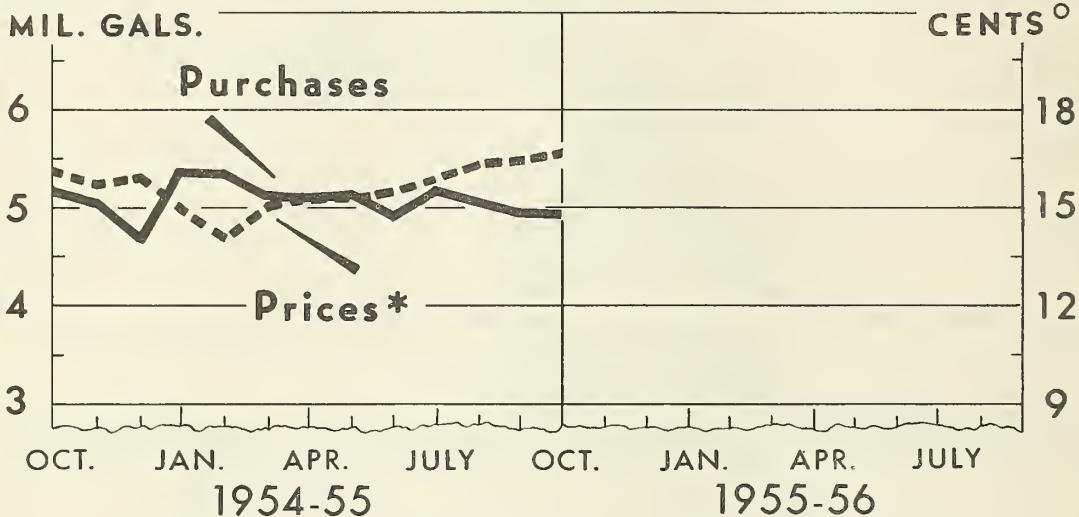
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-55(11) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

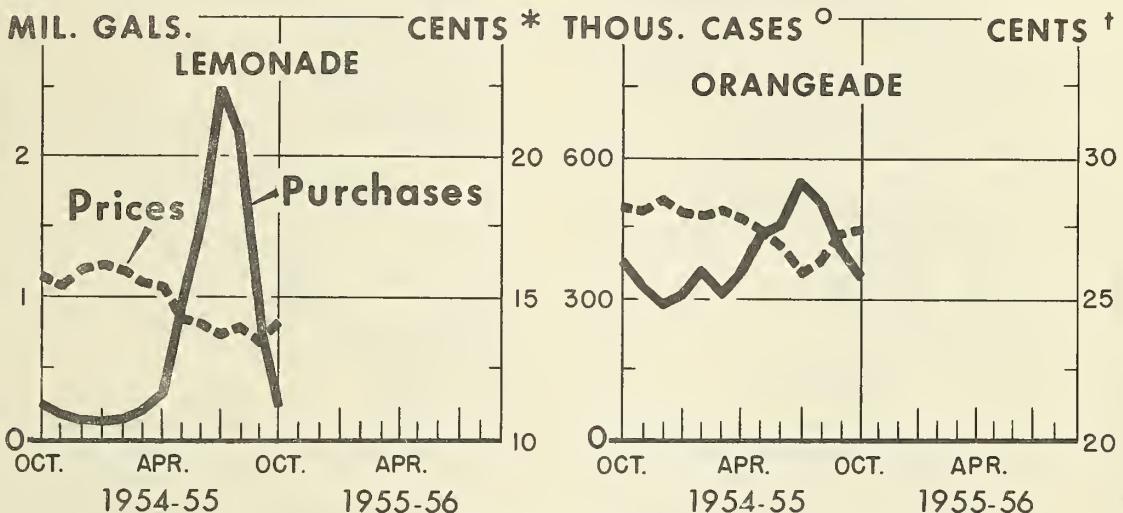
Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November		5,052		15.7
December		4,673		15.9
October-December 1/		15,974		
January		5,377		14.9
February		5,360		14.0
March		5,094		14.8
October-March 1/		33,089		
April		5,090		15.2
May		5,111		15.3
June		4,928		15.5
October-June 1/		49,417		
July		5,182		15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1933-55(11) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

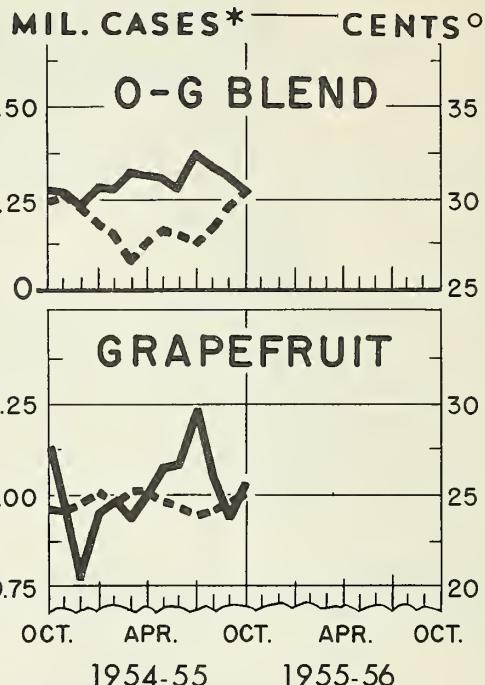
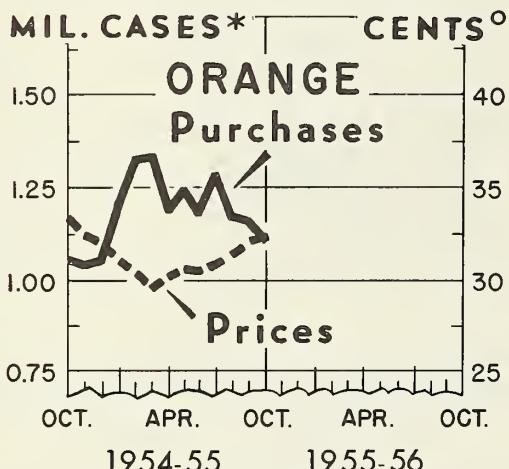
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
October	230	244	14.0	15.7	351	373	27.5	28.2
November		167		15.4		326		28.1
December		127		16.0		290		28.5
October-December 2/		568				1,070		
January		121		16.2		306		28.1
February		136		15.9		361		28.0
March		194		15.5		311		28.2
October-March 2/		1,061				2,136		
April		321		15.3		348		27.9
May		887		14.3		436		27.5
June		1,551		14.0		458		26.9
October-June 2/		4,099				3,492		
July		2,493		13.6		551		25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



* EQUIVALENT CASES OF 24 #2's

O PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1934-55(11) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange			Grapefruit			Orange-grapefruit blend		
	Purchases	Average price per 46 oz. can	Purchases	Average price per 46 oz. can	Purchases	Average price per 46 oz. can			
	1,000 cases 1/ cases 1/	Cents	1,000 cases 1/ cases 1/	Cents	1,000 cases 1/ cases 1/	Cents			
October	1,104	32.3	33.4	1,033	1,127	25.3	24.1	274	276
November	1,043	32.4	32.4	978	24.0	24.0	24.0	267	30.1
December	1,056	32.0	32.0	767	24.6	24.6	24.6	235	29.4
October-December 2/	3,381			3,060				824	
January	1,212	31.0		952	25.1		25.1	285	28.6
February	1,321	30.4		934	24.6		24.6	283	28.1
March	1,326	29.5		939	25.2		25.2	322	26.5
October-March 2/	7,591			6,157				1,795	
April	1,190	30.2		1,006	25.2		25.2	312	27.7
May	1,241	30.6		1,077	24.6		24.6	307	28.3
June	1,176	30.5		1,080	24.4		24.4	280	28.1
October-June 2/	11,515			9,593				2,779	
July	1,287	30.8		1,235	23.9		23.9	377	27.6
August	1,170	31.4		1,049	24.1		24.1	334	28.5
September	1,161	32.1		942	24.7		24.7	314	29.6
Season 2/	15,425			13,088				3,878	

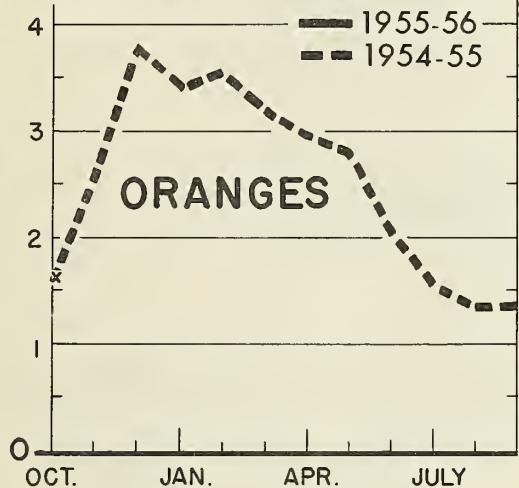
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

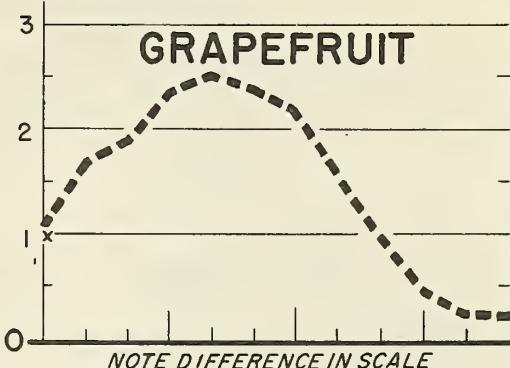
FRESH CITRUS FRUIT

Consumer Purchases

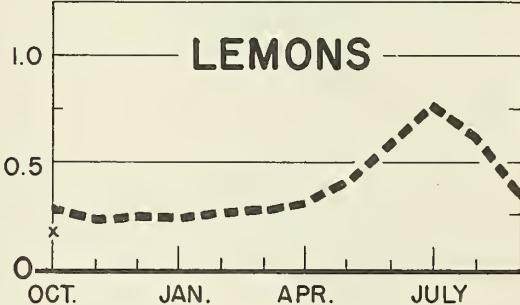
MIL. BOXES



MIL. BOXES



LEMONS



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1935-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	1,643	1,574	42.1	45.6	984	1,053	90.7	92.8	228	252	43.9	45.1
November		2,518		35.0		1,694		78.4		225		46.8
December		3,764		35.1		1,895		74.9		243		45.0
October-December 1/		8,612				5,121				705		
January		3,400		37.1		2,330		74.2		234		46.2
February		3,555		37.3		2,498		73.4		251		44.0
March		3,181		39.8		2,387		78.4		252		42.9
October-March 1/		19,543				2,995				1,583		
April		2,965		42.2		2,162		82.9		307		41.3
May		2,709		42.8		1,552		93.3		407		41.9
June		2,001		43.5		948		101.5		587		40.4
October-June 1/		27,758				17,950				2,997		
July		1,522		43.9		434		106.6		754		41.8
August		1,331		44.9		244		108.8		610		41.6
September		1,335		45.0		215		112.3		337		42.7
Season 1/		32,270				18,905				4,814		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

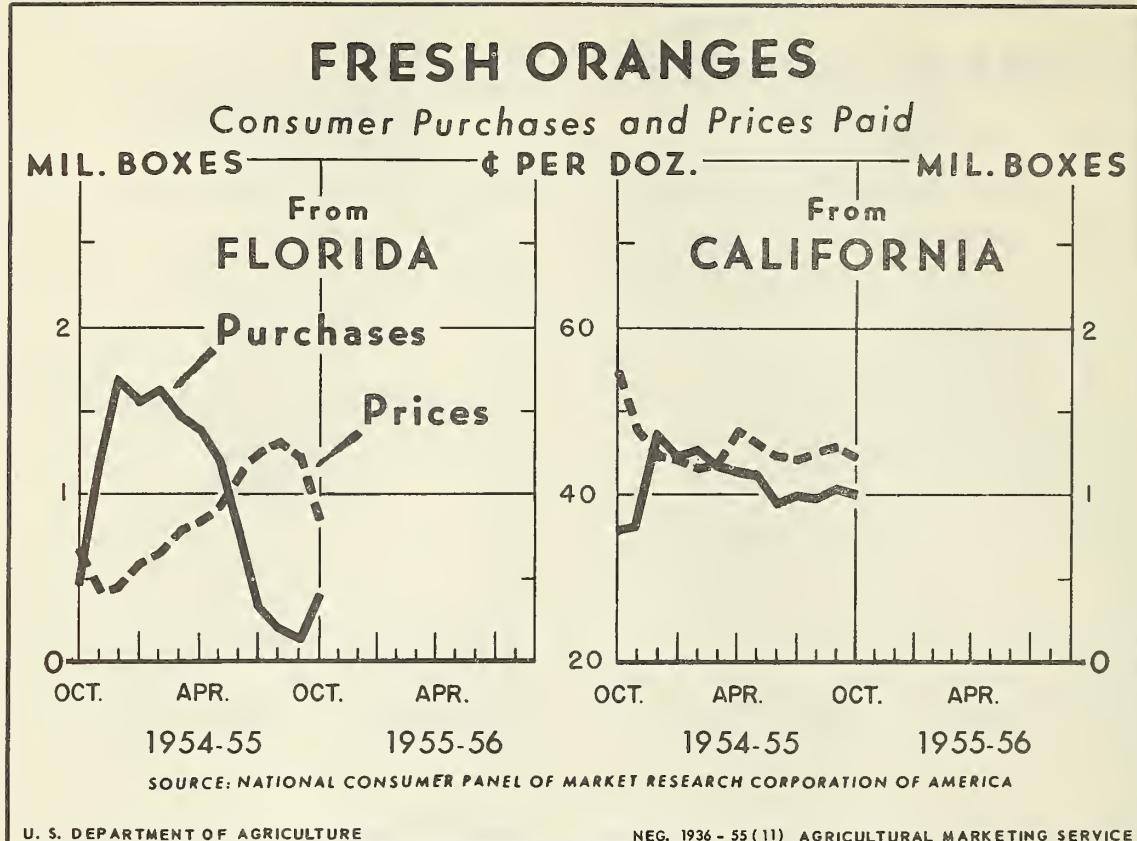


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November		1,194		28.1		809		47.8
December		1,694		28.3		1,374		44.5
October-December 1/		3,660				3,271		
January		1,560		31.4		1,234		44.4
February		1,632		32.7		1,261		43.0
March		1,471		35.8		1,170		43.8
October-March 1/		8,704				7,206		
April		1,380		36.7		1,125		47.8
May		1,204		38.3		1,116		46.4
June		746		42.6		963		44.7
October-June 1/		12,265				10,636		
July		321		45.3		995		44.0
August		182		46.1		986		44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.- Canned single-strength juices and ades: U. S. total consumer purchases and average price, October 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase		Unit	
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
			1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents
	Percent	Percent								
Canned juices										
Orange	10.2	10.4	1,104	1,054	1.7	1.7	55.3	54.3	46	32.3
Grapefruit	8.8	9.5	1,033	1,127	1.6	1.7	65.2	64.5	46	25.3
Orange & grapef. blend	3.2	3.4	274	276	1.5	1.4	51.7	51.2	46	30.4
Lemon	1.7	2.7	34	50	1.2	1.3	15.2	13.0	5-1/2	11.8
Grape	3.8	4.2	160	169	1.3	1.2	28.0	31.1	24	34.3
Pineapple	14.3	13.3	1,470	1,256	1.6	1.6	57.8	55.5	46	27.0
Prune	8.1	7.9	576	581	1.7	1.7	37.5	39.1	32	32.6
Tomato	16.8	17.1	1,666	1,652	1.5	1.6	58.2	54.3	46	25.8
Total 2/	47.3	47.5	7,143	6,920	2.6	2.6	52.2	50.2		
Canned ades										
Orangeade	2.8	3.1	351	373	1.7	1.8	64.1	61.7	46	27.5
										28.2

1/ Equivalent cases of no. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

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Table 2.- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, October 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase		Unit	
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
			1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents
	Percent	Percent								
Frozen concentrated juices										
Orange	30.0	30.5	4,962	5,161	2.3	2.4	19.0	19.1	6	16.6
Grape	3.7	4.0	288	250	1.6	1.5	13.2	10.9	6	19.5
Other concentrates	1/	1/	291	271	1/	1/	15.5	13.7	6	15.4
Total	31.9	32.4	5,541	5,682	2.5	2.6	18.3	18.1		15.6
Concentrated ades										
Frozen										
Lemonade	2.5	3.0	230	244	1.5	1.5	16.7	15.7	6	14.0
Shelf pack										
Orangeade	1.1	1.4	113	113	1.5	1.6	16.9	14.5	6	16.3
										16.7

1/ Information not available.

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Table 3.- Fresh citrus fruit: U. S. total consumer purchases and average price,
October 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
Oranges			1,000 Percent	1,000 Percent	Number	Number	Units	Units	Cents	Cents
California-Arizona	20.1	17.2	1,009	789	1.9	1.9	12.5	10.7	44.6	54.9
Florida	8.5	10.7	390	455	1.4	1.5	13.1	13.7	36.8	33.3
Unidentified	6.4	8.0	202	272	1.3	1.4	11.5	11.1	40.5	40.8
Total 1/	31.0	32.2	1,643	1,574	2.0	1.9	12.5	11.6	42.1	45.6
Grapefruit										
California-Arizona	2.5	2.5	73	80	1.3	1.4	4.1	3.6	104.6	102.7
Florida	11.9	12.2	494	534	1.5	1.6	4.4	4.3	85.9	88.8
Unidentified	10.0	11.5	377	391	1.4	1.4	4.2	3.9	93.1	96.0
Total 1/	22.4	24.2	984	1,053	1.6	1.6	4.3	4.1	90.7	92.8
Lemons										
	16.6	19.6	228	252	1.6	1.6	6.4	6.3	43.9	45.1
Total 2/	40.1	49.6	2,856	2,881	2.5	2.6	8.9	8.2	48.8	51.9

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.

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